



**BRITISH ASSOCIATION
OF DERMATOLOGISTS**
HEALTHY SKIN FOR ALL

Sharing your story with the public

The British Association of Dermatologists (BAD) is the professional membership organisation for UK dermatologists.

We are looking for 'patient stories' to feature in media reports and in BAD communications (including our website and/or social media channels), to help raise awareness of skin diseases, these are also sometimes known as case studies.

Who can help

We are looking for people of all ages who can talk to a newspaper, magazine, TV or radio about their skin disorder.

For example, women aged 25 to 50 might be best placed talking to a suitable women's magazine or perhaps a TV breakfast show, younger people to a teen magazine, while some people might be best featuring in their local newspaper or a radio station.

We will guide you through the process and make sure you are happy with the type of media we have in mind before organising anything.

How it works

Once we have received your consent form with its brief case history, we will decide which media outlet or publication is best suited to your story.

We will then contact the relevant journalist with an outline of your case (you will not be named at this stage). If the publication is interested in running your story, we will contact you to ask if you are happy with this choice. The next step is to explain the finer details and put you in touch with the journalist. For print media, they are likely to also require a photo.

If you are able to also email or post a photo we can use, that would be most helpful. Photos may be used at different stages of the process of reaching out to the media with your case, for example to give journalists a visual idea of the skin condition we want to raise awareness about, or of yourself. We would share these with journalists to help our efforts to secure media coverage, and they would use them to illustrate their stories either online or in print publications. Once the pictures are online, like any image shared online, we cannot control their use.

Any picture you send us will be stored on our internal files system, and you have the right to ask for them to be deleted at any time.

Please note that while we put you in contact with the journalist and help guide the article, the BAD have no ultimate control over the editorial content of media reports.

Some publications offer payment for patient stories. While we can ask about payment, this is to be arranged directly between yourself and the magazine.

How to help



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If you would like to help by featuring in a media report, or both, please fill in the attached form and return by email to: comms@bad.org.uk

We wish to extend our warmest thanks to anyone who volunteers to help us with this project. We look forward to hearing from you and thank you for your time!

For more information, please call Paula Geanau on 07769 000 415, or email paula@bad.org.uk